

## AMENDMENTS TO THE CLAIMS

Please amend claims 46-56, 63-73, and 80-90.

The following is a complete list of all claims in this application.

1-45. (Cancelled)

46. (Currently Amended) A method for the automated generation and serving of aggregate creatives, comprising the steps of:

receiving an aggregate creative definition, the aggregate creative definition being associated with an aggregate creative that is selectable by an advertising system;

selecting, in accordance with the aggregate creative definition, at least one set of more than one subcreative subcreatives from a plurality of subcreatives in the advertising system, ~~the at least one selected set of subcreatives defining at least one subcreative pool~~;

~~selecting, from the at least one subcreative pool, a plurality of subsets of subcreatives;~~

~~assembling, in accordance with the aggregate creative definition, a plurality of aggregate creative forms, each aggregate creative form comprising one or more of the subsets of subcreatives in accordance with the aggregate creative definition; comprising the steps of:~~

rotating through the at least one set of more than one subcreative; and

selecting, during the step of rotating, a plurality of subsets of subcreatives to be included in the plurality of aggregate creative forms, the plurality of subsets of subcreatives including different combinations of more than one subcreative;

storing the plurality of aggregate creative forms, the plurality of aggregate creative forms associated with the aggregate creative in the advertising system; and

when the aggregate creative is selected for transmission to users on an electronic network by the advertising system, selecting one of the plurality of stored

aggregate creative forms associated with the aggregate creative, and retrieving the selected aggregate creative form for the transmission.

47. (Currently Amended) The method according to claim 46, further comprising applying weighting criteria to the selected set of subcreatives ~~in the at least one subcreative pool, wherein the step of selecting a plurality of subsets of subcreatives comprises the step of selecting a plurality of subsets of subcreatives the plurality of subsets of subcreatives are selected~~ according to the weighting criteria.

48. (Currently Amended) The method according to claim 47, wherein the step of applying weighting criteria comprises the step of generating copies of weighted subcreatives in the at least one ~~subcreative pool set of subcreatives~~ in accordance with the weighting criteria.

49. (Currently Amended) The method according to claim 46, wherein ~~each subset of subcreatives has a different combination of subcreatives, and~~ the aggregate creative appears to rotate subcreatives when the step of selecting one of the aggregate creative forms and the step of retrieving the selected aggregate creative form for the transmission are repeated.

50. (Currently Amended) The method according to claim 46, wherein the at least one ~~subcreative pool set of subcreatives includes multiple a plurality of sets of subcreatives subcreative pools; the at least one subcreative pool includes multiple subcreative pools, each subcreative pool corresponding to a different subcreative pool; and the plurality of subsets of subcreatives are grouped according to selected from each set of subcreatives each subcreative pool.~~

51. (Currently Amended) The method according to claim 50, wherein ~~each the plurality of aggregate creative forms includes form comprises~~ subsets of subcreatives from ~~more than one of the plurality of sets of subcreatives each subcreative pool.~~

52. (Currently Amended) The method according to claim 50, wherein ~~each subset of subcreatives has a different combination of subcreatives, and~~ the aggregate creative

appears to rotate subcreatives from more than one of the plurality of sets of subcreatives ~~each subcreative pool~~ when the step of selecting one of the aggregate creative forms and the step of retrieving the selected aggregate creative form are repeated.

53. (Currently Amended) The method according to claim 50, wherein ~~the step of selecting at least one set of subcreatives comprises the step of selecting multiple sets of subcreatives, each set of subcreatives having one of~~ includes graphic subcreatives, text subcreatives, and hyperlink subcreatives.

54. (Currently Amended) The method according to claim 50, wherein the plurality of sets of subcreatives ~~multiple subcreative pools~~ includes different numbers of subcreatives.

55. (Currently Amended) The method according to claim 50, wherein at least two ~~subcreative pools of the sets of subcreatives~~ share one or more common subcreatives.

56. (Currently Amended) The method according to claim 46, wherein the aggregate creative definition includes one or more constraints for the step of selecting at least one set of subcreatives, the one or more constraints determining permitted combinations of subcreatives for the plurality of subsets ~~at least one set of subcreatives~~.

57. (Previously Presented) The method according to claim 46, wherein the step of assembling a plurality of aggregate creative forms occurs off-line from when the aggregate creative is selected for transmission.

58. (Previously Presented) The method according to claim 46, further comprising the step of tracking transmitted subcreatives transmitted to users on the electronic network.

59. (Previously Presented) The method according to claim 46, wherein at least one of the steps of selecting at least one set of subcreatives, selecting a plurality of subsets

of subcreatives, and assembling a plurality of aggregate creative forms is further executed according to scheduling criteria for transmission to users.

60. (Previously Presented) The method according to claim 46, wherein at least one of the steps of selecting at least one set of subcreatives, selecting a plurality of subsets of subcreatives, and assembling a plurality of aggregate creative forms is further executed according to criteria for targeting transmission to specific users.

61. (Previously Presented) The method according to claim 46, wherein the aggregate creative definition enables the step of assembling a plurality of aggregate creative forms to occur even if a prescribed number of subcreatives is not available in one of the subsets of subcreatives.

62. (Previously Presented) The method according to claim 46, wherein the advertising system is configured to select aggregate creatives and non-aggregate creatives for transmission to users on the electronic network.

63. (Currently Amended) A system for the automated generation and serving of aggregate creatives, comprising:

means for the receiving an aggregate creative definition, the aggregate creative definition being associated with an aggregate creative that is selectable by an advertising system;

means for selecting, in accordance with the aggregate creative definition, at least one set of more than one subcreative subcreatives from a plurality of subcreatives in the advertising system, ~~the at least one selected set of subcreatives defining at least one subcreative pool;~~

~~means for selecting, from the at least one subcreative pool, a plurality of subsets of subcreatives;~~

~~means for assembling, in accordance with the aggregate creative definition, a plurality of aggregate creative forms, each aggregate creative form comprising one or more of the subsets of subcreatives in accordance with the aggregate creative definition; the means for assembling comprising:~~

means for rotating through the at least one set of more than one subcreative; and

means for selecting, during the step of rotating, a plurality of subsets of subcreatives to be included in the plurality of aggregate creative forms, the plurality of subsets of subcreatives including different combinations of more than one subcreative;

means for storing the plurality of aggregate creative forms, the plurality of aggregate creative forms associated with the aggregate creative in the advertising system;

means for selecting one of the plurality of stored aggregate creative forms associated with the aggregate creative, when the aggregate creative is selected for transmission to users on an electronic network by the advertising system; and

means for retrieving the selected aggregate creative form for transmission to users on an electronic network, when the aggregate creative is selected for the transmission to users on the electronic network by the advertising system.

64. (Currently Amended) The system according to claim 63, further comprising means for applying weighting criteria to the selected set of subcreatives ~~in the at least one subcreative pool, wherein the means for selecting a plurality of subsets of subcreatives comprises means for selecting a plurality of subsets of subcreatives the plurality of subsets of subcreatives are selected~~ according to the weighting criteria.

65. (Currently Amended) The system according to claim 63, wherein the means for applying weighting criteria comprises means for generating copies of weighted subcreatives in the at least ~~subcreative pool~~ set of subcreatives in accordance with the weighting criteria.

66. (Currently Amended) The system according to claim 63, wherein ~~each subset of subcreatives has a different combination of subcreatives, and the aggregate creative appears to rotate subcreatives when the aggregate creative forms are transmitted.~~

67. (Currently Amended) The system according to claim 63, wherein the at least one ~~subcreative pool~~ set of subcreatives includes ~~multiple~~ a plurality of sets of subcreatives ~~subcreative pools~~; ~~the at least one subcreative pool includes multiple subcreative pools~~, each subcreative pool corresponding to a different subcreative pool; and the plurality of subsets of subcreatives are ~~grouped according to selected from~~ each set of subcreatives ~~each subcreative pool~~.

68. (Currently Amended) The system according to claim 67, wherein ~~each the plurality of~~ aggregate creative forms includes ~~form comprises~~ subsets of subcreatives from more than one of the plurality of sets of subcreatives ~~each subcreative pool~~.

69. (Currently Amended) The system according to claim 67, wherein ~~each subset of subcreatives has a different combination of subcreatives, and the aggregate creative appears to rotate subcreatives from more than one of the plurality of sets of subcreatives~~ each subcreative pool when the aggregate creative forms are transmitted.

70. (Currently Amended) The system according to claim 67, wherein ~~the means for selecting at least one set~~ the plurality of sets of subcreatives ~~comprises means for selecting multiple sets of subcreatives, each set of subcreatives having one of~~ includes graphic subcreatives, text subcreatives, and hyperlink subcreatives.

71. (Currently Amended) The system according to claim 67, wherein the plurality of sets of subcreatives multiple subcreative pools includes different numbers of subcreatives.

72. (Currently Amended) The system according to claim 67, wherein at least two subcreative pools of the sets of subcreatives share one or more common subcreatives.

73. (Currently Amended) The system according to claim 63, wherein the aggregate creative definition includes one or more constraints for the means for selecting at least one set of subcreatives, the one or more constraints determining permitted combinations of subcreatives for the plurality of subsets ~~at least one set~~ of subcreatives.

74. (Previously Presented) The system according to claim 63, wherein the means for assembling a plurality of aggregate creative forms is operated off-line from when the aggregate creative is selected for transmission.

75. (Previously Presented) The system according to claim 63, further comprising means for tracking transmitted subcreatives transmitted to users on the electronic network.

76. (Previously Presented) The system according to claim 63, wherein at least one of the means for selecting at least one set of subcreatives, the means for selecting a plurality of subsets of subcreatives, and the means for assembling a plurality of aggregate creative forms operates in accordance with scheduling criteria for transmission to users.

77. (Previously Presented) The system according to claim 63, wherein at least one of the means for selecting at least one set of subcreatives, the means for selecting a plurality of subsets of subcreatives, and the means for assembling a plurality of aggregate creative forms operates in accordance with criteria for targeting transmission to specific users.

78. (Previously Presented) The system according to claim 63, wherein the aggregate creative definition enables an aggregate creative form to be assembled even if a prescribed number of subcreatives is not available in one of the subsets of subcreatives.

79. (Previously Presented) The system according to claim 63, wherein the advertising system is configured to select aggregate creatives and non-aggregate creatives for transmission to users on the electronic network.

80. (Currently Amended) A program product comprising a storage device containing instructions operable on a computer for the automated generation and serving of aggregate creatives, the instructions operable with the computer to perform the steps of:

receiving an aggregate creative definition, the aggregate creative definition being associated with an aggregate creative that is selectable by an advertising system;

selecting, in accordance with the aggregate creative definition, at least one set of more than one subcreative subcreatives from a plurality of subcreatives in the advertising system, ~~the at least one selected set of subcreatives defining at least one subcreative pool~~;

~~selecting, from the at least one subcreative pool, a plurality of subsets of subcreatives;~~

assembling, in accordance with the aggregate creative definition, a plurality of aggregate creative forms, ~~each aggregate creative form comprising one or more of the subsets of subcreatives in accordance with the aggregate creative definition;~~ comprising the steps of:

rotating through the at least one set of more than one subcreative; and  
selecting, during the step of rotating, a plurality of subsets of subcreatives to be included in the plurality of aggregate creative forms, the plurality of subsets of subcreatives including different combinations of more than one subcreative;

storing the plurality of aggregate creative forms, the plurality of aggregate creative forms associated with the aggregate creative in the advertising system; and

when the aggregate creative is selected for transmission to users on an electronic network by the advertising system, selecting one of the plurality of stored aggregate creative forms associated with the aggregate creative, and retrieving the selected aggregate creative form for the transmission.

81. (Currently Amended) The program product according to claim 80, wherein the instructions further comprise the step of applying weighting criteria to the selected set of subcreatives ~~in the at least one subcreative pool~~, and the plurality of subsets of subcreatives are selected according to the weighting criteria.

82. (Currently Amended) The program product according to claim 81, wherein the step of applying weighting criteria comprises the step of generating copies of

weighted subcreatives in the at least one ~~subcreative pool~~ set of subcreatives in accordance with the weighting criteria.

83. (Currently Amended) The program product according to claim 80, wherein ~~each subset of subcreatives has a different combination of subcreatives, and the aggregate creative appears to rotate subcreatives when the step of selecting one of the aggregate creative forms and the step of retrieving the selected aggregate creative form are repeated.~~

84. (Currently Amended) The program product according to claim 80, wherein the at least one ~~subcreative pool~~ set of subcreatives includes ~~multiple a plurality of sets of subcreatives~~ subcreative pools; ~~the at least one subcreative pool includes multiple subcreative pools, each subcreative pool corresponding to a different subcreative pool;~~ and the plurality of subsets of subcreatives are ~~grouped according to selected from each set of subcreatives~~ each subcreative pool.

85. (Currently Amended) The program product according to claim 84, wherein ~~each the aggregate creative forms include form~~ comprises subsets of subcreatives from more than one of the plurality of sets of subcreatives ~~each subcreative pool~~.

86. (Currently Amended) The program product according to claim 84, wherein ~~each subset of subcreatives has a different combination of subcreatives, and the aggregate creative appears to rotate subcreatives from~~ more than one of the plurality of sets of subcreatives ~~each subcreative pool~~ when the step of selecting one of the aggregate creative forms and the step of retrieving the selected aggregate creative form are repeated.

87. (Currently Amended) The program product according to claim 84, wherein ~~the step of selecting at least one set~~ the plurality of sets of subcreatives ~~comprises the step of selecting multiple sets of subcreatives, each set of subcreatives having one of~~ includes graphic subcreatives, text subcreatives, and hyperlink subcreatives.

88. (Currently Amended) The program product according to claim 84, wherein the plurality of sets of subcreatives ~~multiple subcreative pools~~ includes different numbers of subcreatives.

89. (Currently Amended) The program product according to claim 84, wherein at least two ~~subcreative pools of the sets of subcreatives~~ share one or more common subcreatives.

90. (Currently Amended) The program product according to claim 80, wherein the aggregate creative definition includes one or more constraints for the step of selecting at least one set of subcreatives, the one or more constraints determining permitted combinations of subcreatives for the plurality of subsets ~~at least one set~~ of subcreatives.

91. (Previously Presented) The program product according to claim 80, wherein the step of assembling a plurality of aggregate creative forms occurs off-line from when the aggregate creative is selected for transmission.

92. (Previously Presented) The program product according to claim 80, further comprising the step of tracking transmitted subcreatives transmitted to users on the electronic network.

93. (Previously Presented) The program product according to claim 80, wherein at least one of the steps of selecting at least one set of subcreatives, selecting a plurality of subsets of subcreatives, and assembling a plurality of aggregate creative forms is further executed according to scheduling criteria for transmission to users.

94. (Previously Presented) The program product according to claim 80, wherein at least one of the steps of selecting at least one set of subcreatives, selecting a plurality of subsets of subcreatives, and assembling a plurality of aggregate creative forms is further executed according to criteria for targeting transmission to specific users.

95. (Previously Presented) The program product according to claim 80, wherein the aggregate creative definition enables the step of assembling a plurality of aggregate creative forms to occur even if a prescribed number of subcreatives is not available in one of the subsets of subcreatives.

96. (Previously Presented) The program product according to claim 80, wherein the advertising system is configured to select aggregate creatives and non-aggregate creatives for transmission to users on the electronic network.